

If there was a way to stop an abortion before the law was changed, would you?

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Dear Pastor:

We can't wait for the laws to change or abortion to be abolished if we want to protect women and save their pre-born children. We need to reach these women NOW with life-affirming choices they didn't think they had. **Our time proven media campaign has proven to be the best way to accomplish this.**

Each month in the United States, there are over 6 million internet searches for abortion related terms, such as "How much does an abortion cost?" or "Does an abortion hurt?" Many of these searches are conducted by abortion-minded individuals who may be experiencing a crisis or unintended pregnancy. **Our media campaign partnership with Heroic Media reaches them by providing the primary answers in their search which can save them from making a life ending choice.** Through research-based messaging utilizing the internet, phone applications, television advertising, billboard and public transportation ads which are NOT branded as coming from Right to Life, we are able to monitor results and effectiveness. We have great news: *the campaign is working!* Most abortion facilities charge for an ultrasound required as part of the procedure to determine the age of the baby, and do not show the ultrasound to the mother. The connections made through our campaign are available 24 hours a day, 7 days a week, and women are receiving and *seeing a free* ultrasound. It's a fact that almost 85% of women who actually SEE the ultrasound of their child will not choose abortion.



The fact remains, however; that there are still innocent lives being lost to the tragedy of abortion. We desperately need the help of churches to continue this crucial media campaign so that lives will be saved NOW. By combining the media campaign with a petition sent to our elected officials, we are letting our legislators know that we want them to represent us by passing laws to protect innocent human life from conception through natural death, no exceptions. This past year, we sent thousands of collected signatures to state and federal legislators to help pass crucial pro-life protections.

SPECIAL NOTE: Since September of 2016, all the funds raised by the signature media campaign are staying right here in Summit, Portage, Medina and Stark counties instead of trying to spread limited dollars over the whole state. We are working with other

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Youth for Life of Northeast Ohio
is a program of
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organizations across Ohio to conduct campaigns to have this program be directed in their own areas. ***Since we started to more intensely focus our efforts in these four counties, the contact to life-affirming resources has significantly increased, and we are saving lives.*** You can view flyers on our website that tell the story of two such lives saved through contact with two area pregnancy resource centers. We are humbly requesting that your church participate with us in our annual *Signature & Media Campaign* to continue our momentum at building a culture of life. As we have in the past, we ask you to establish a weekend or two when your church will collect signatures for our petition which declares our commitment to saving lives. The petitions will be sent to our federal and state legislators, and ***any donations collected will support our critically important media campaign.*** A perfect time to conduct this campaign is on January 23, 2022, which is Sanctity of Life Sunday. However, you can do this whenever it will best fit in with your scheduling.

In talking with many pastors, we've been told that that they fear they will alienate or hurt women in their church who may have had an abortion. However, *it is even more devastating if this issue is ignored altogether.* Women who have had abortions desperately require healing and post-abortion counseling, and need to know that God's mercy and forgiveness is for them, too. We have many resources available for post-abortion counseling that you can refer to when addressing the issue of abortion and would love to share them with you. In addition, we have resources available from several clerical organizations that can help you write life affirming and grace filled sermons, especially for Sanctity of Life Sunday.

This campaign is a great activity that can be run by your church's social justice, marriage and family, pro-life or other similar ministry or committee. We provide easy-to-implement instructions and copies of all the documents you'll need to get started. Of course, **the most important ingredient to make it work is your support, including messages of encouragement from the pulpit.** We have included sample bulletin and pulpit announcements to make it easier for you.

We will be following up with you soon so that we can be of assistance with your plans should you require it. If you have any questions or need any other information, please do not hesitate to call me at 330-762-2785. I can also be reached by e-mail at afrazier@rtlofneo.com. You can view more information about this life saving campaign under the "Events" tab on our website at www.RightToLifeofNortheastOhio.com.

With your help and through the Grace of God, I know that we will return to a nation where every unique and irreplaceable human life, created and loved by the Author of life, will be fully embraced and protected.

For Life,



Allie Frazier
Executive Director

Enclosures: *Signature & Media Campaign* Documents

"Rescue those who are unjustly sentenced to death; don't stand back and let them die. Don't try to avoid responsibility by saying you didn't know about it. For God knows all hearts and He sees you. He keeps watch over your soul, and He knows you knew! And He will judge all people according to what they have done." *Proverbs 24:11*